

1947

Vicky Previews Spring Fabrics

Josephine Ahern
Iowa State College

Follow this and additional works at: <http://lib.dr.iastate.edu/homemaker>



Part of the [Home Economics Commons](#)

Recommended Citation

Ahern, Josephine (1947) "Vicky Previews Spring Fabrics," *The Iowa Homemaker*: Vol. 27 : No. 8 , Article 5.
Available at: <http://lib.dr.iastate.edu/homemaker/vol27/iss8/5>

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.

Vicky Previews Spring Fabrics

by Josephine Ahern

THE fairyland shops of spring fashions are going to have a new emphasis this year. Fabrics in rare and beautiful prints will be featured.

Women's styles, which are tending less and less to be cut up in little pieces and then sewn together again, are emphasizing full beautiful sweeps of material. As most college women have discovered by trying to lengthen the ones they have, skirts call for more art in construction since a drape or flounce tends to drag down the hem and pull a seam askew.

The beauty of fabric is underscored. Not only those traditionally lovely materials—linen, Swiss cotton, fine gingham, pure silk—but rayons and nylons that are truly wrinkle-proof, spot-proof and sag-proof add excitement to the gala scene.

As every collegian who pursues fashion news could tell you, the soft feminine look is back for spring. Many of the exaggerated features of the past fall and winter season have been snipped out of the fashion picture. Those details the wearer has grown to love—the important swish of a full skirt, the undeniable appeal of a small waistline, the gentle curve of a natural shoulder—these are the important lines of the spring styles.

Neckties to Suits

When Vicky purchases her new spring suit some day soon—chances are she'll be wearing the very fabric that has also been made into her College Joe's necktie.

In prestige collections this spring we'll see geometric and stripe effects that are brighter—sometimes on grounds of crisp, light-weight rayon satin and silk surah stiffened by a taffeta finish.

Not only are manufacturers using American silks, but the increased elegance of formal clothing has created the demand for Italian manufactured silks. The blouse for Vicky's spring suit this year may be crepe de chine—that silk fabric the last generation loved. She'll also see crepe marocaine, surah, georgette and starched chiffon, all of silk. Surah is popular in plain colors, as is silk shantung and silk faille taffeta.

The big color for spring and summer in fabrics is a glowing burnt orange. Where last year Vicky chose her accents for her summer neutrals from the color chart of pinks—this year she is going to use orange scarfs, blouses, dresses and even shoes.

California 'Gold'

All golden tones will be important. California is getting ready to promote gold as its own big color. They are going to celebrate their hundredth anniversary of the discovery of gold in that fabulous state.

Beige, gray and taupe are dominant neutral shades. American cottons are tending to darker colors in their plaids. Gingham will be used for those full-skirted campus dresses Vicky will wear. They'll even be used in formals—in strapless ones that have stoles of the

same fabric or a contrasting color. These dresses will almost all be floor length. Vicky is going to have some intricate bustle-draping in the back, for cotton is an important "sculpture" fabric on today's fashion scene.

One series takes to vivid color satin for contrast, including emerald green, chocolate and peacock blue. Satin is also used for over-plaiding on wide stripes. Some of the most attractive combinations are those of peach with royal and brown or strawberry rose with fresh green and brown.

The news is clearly in the fabrics for designers have turned to their materials as main inspiration in adapting the lady-look to spring.



This spring the accent will be on fabrics. Lengths of chiffon, crepe de chine, new cottons and crisp silks will be used to give you that soft, feminine look. Also watch the new spring colors